

Message Text

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FOR WASHINGTON ACTION GROUP

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SUBJ: FY 75 COUNTRY COMMERCIAL PROGRAM KOREA; YEAR-END REPORT

REFS: A. STATE 167622 B. STATE 280182 C. SEOUL 2188

A. SUMMARY STATEMENT OF RESULTS - ALL TARGETS MET AND IN MOST CASES SURPASSED WITH MINOR EXCEPTION TWO MARKET CAMPAIGNS. TRADE CENTER HELD 70 EVENTS GENERATING \$343,900 IN FLOOR SALES AND \$17.7 MILLION TWELVE-MONTH PROJECTED SALES. MARKET RESEARCH PERFORMED IN-HOUSE, DESPITE NO INCREASE PERSONNEL SLOTS AND UNAVAILABILITY REQUESTED FUNDING FOR CONTRACT SERVICES. SUBSTANTIAL PROGRESS IN IMPROVING STANDARD COMMERCIAL SERVICES, LIBRARY FACILITY. HEAVY WORKLOAD VISITING BUSINESSMEN ALL LEFT SATISFIED. MAJOR PROBLEM FY 75 SHORTFALL IN FINANCIAL RESOURCES. IN FY 76, PERSONNEL PROBLEMS MAY FORCE CUTBACK SOME ACTIVITIES.

B. SPECIFIC TARGETS AND ACCOMPLISHMENTS - APPENDIX C. SUMMARY OF OBJECTIVES AND ACTIONS OF THE FY 75 CCP IS USED HERE AS OUTLINE ON WHICH TO PEG THE NARRATIVE, WHICH FOLLOWS THE SAME SEQUENCE AND NUMBERING SYSTEM AS THE APPENDIX. NUMERICAL TARGETS IN PARENTHESES.

1.1 DIRECT PROMOTION (SEE ALSO CAMPAIGNS AT THE END OF THIS SECTION). GRAND TOTAL OF SEVENTY EVENTS WERE HELD, FOR 507 U.S. FIRMS, WITH 12,233 VISITORS, 4,935 REGISTERED, RESULTING UNCLASSIFIED

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IN 9,878 TRADE LEADS, \$343,900 IN IMMEDIATE SALES AND

\$17,717,000 IN PROJECTED INCREMENTAL SALES. ALL WERE LOCALLY RECRUITED EXCEPT FOR POLLUTION CONTROL AND METALWORKING CATALOG SHOWS. THESE WERE OUTSTANDING EVENTS DUE INTENSIVE LOCAL PROMOTION, WITH 2,026 VISITORS, 894 REGISTERED, RESULTING IN 6,887 SALES LEADS FOR 387 AMERICAN PARTICIPANTS. MOST SATISFYING SINGLE EVENT WAS AMERICAN COMPUTER TECHNOLOGY '75. THANKS TO SPLENDID COOPERATION TOKYO TC AND OIM, THIS FIVE EXHIBITOR SPIN-OFF WAS GREAT SUCCESS WITH 1,157 VISITORS, \$30,000 FLOOR SALES AND \$1.9 MILLION PROJECTED SALES.

1.2 MARKET RESEARCH. AVIONICS RESEARCH DONE INHOUSE. TELECOMMUNICATIONS REPORT NOT REQUIRED; LABORATORY INSTRUMENTS RESEARCHED INSTEAD. BEST PROSPECTS REPORT SUBMITTED. SUPER-VISED BIDDING ON ENERGY SYSTEMS CONTRACT RESEARCH. USING \$1,000 SUPPLIED BY COMMERCE, SUBCONTRACTED FIELDWORK FOR BUSINESS SYSTEMS RESEARCH NOW IN FINAL EDITING. ANTICIPATE THIS APPROACH TO RESEARCH BEST ALTERNATIVE, PROVIDED FUNDS MADE AVAILABLE IN FUTURE.

1.3 INFORMATION SERVICES. ALL CERPS SUBMITTED ON TIME. SUPPLIED INPUTS FOR OBR "MARKETING IN KOREA". PREPARED 211 WTDRS (210) AND 38 ADS (180). U.S. BUSINESS VISITORS CONSISTENTLY PRAISED SERVICE PROVIDED IN SEOUL AS BEST IN FAR EAST, PARTICULARLY REPFIND SERVICE, 3.1 BELOW. COMMERCIAL LIBRARY HOLDINGS CONSIDERABLY EXPANDED AND THERE WERE, BY HAND COUNT, 4,610 LIBRARY VISITORS DURING YEAR. FOUR ISSUES OF COMMERCIAL NEWSLETTER PUBLISHED.

1.4 FACILITATING FINANCING AVAILABILITY. CONSIDERABLE ONE-ON-ONE CONSULTATION RE PROJECTS POTENTIALLY ELIGIBLE EXIM FINANCING. DUE TO HEAVILY SUBSCRIBED EXIM POSITION IN KOREA MAJOR EFFORT SPENT IN SERVICING ONGOING EXIMBANK PROJECTS SUCH AS KOREA SHIPBUILDING AND ENGINEERING, KORI II LOAN, POHANG STEEL LOAN, ETC.

2.1 TRADE OPPORTUNITIES. 167 PTI, 8 STO AND TWO TENDERS SUBMITTED (150).

2.2 EARLY WARNING. TWENTY-FOUR NEW MAJOR PROJECT EARLY WARNINGS SUBMITTED, THIRTY-TWO FOLLOW-UPS (15). DEVELOPED UNCLASSIFIED

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SYSTEMS FOR COORDINATED EMBASSY-WIDE SUPPORT AND MORE COMPREHENSIVE COMMERCIAL SECTION FOLLOW-UP.

3.1 AND 3.2 INCREASE NTE/NTM PENETRATION. (TARGET WAS THREE NTMS.) TWENTY-SIX REPFIND EVENTS HELD. ARTICLE AND BROCHURES PROMOTING REPFIND SERVICE SUPPLIED TO OIM; ARTICLE APPEARED COMMERCE TODAY. TC ALSO ORGANIZED THREE EQUIPMENT EXHIBITIONS FOR U.S. FIRMS NOT HAVING OR WITH NEW LOCAL REPS, I.E., INFOR-

MATION HANDLING SERVICES, MONSANTO, CLEVELAND CRANE.

4.0 FACILITATE INVESTMENT AND LICENSING. CONSIDERABLE ONE-ON-ONE EFFORT IN SUPPORT SUCH PROJECTS AS DOW, UNION CARBIDE, AGRICO, GE, AIU PLUS REPEATED VISITS BY U.S. BANKERS AND INVESTORS SEEKING REASSURANCES ON KOREAN BALANCE OF PAYMENTS AND SECURITY OUTLOOK. WORKED CLOSELY WITH KOREA U.S. ECONOMIC COUNCIL; SUPPORTED MEETINGS HELD SEOUL AND NEW YORK, SIX LICENSING OPPORTUNITIES SUBMITTED. IN ADDITION, IN COURSE OF THIS YEAR MORE AND MORE ASSISTANCE RENDERED U.S. AEROSPACE SUPPLIERS INTERESTED IN SELLING SYSTEMS OR IN DEFENSE CO-PRODUCTION IN KOREA.

5.0 REALLOCATION STAFF RESPONSIBILITIES. ENTIRE COMMERCIAL STAFF ASSIGNED AD HOC RESPONSIBILITIES FOR TC EVENTS, AS NEEDED. ECON AND C&I COOPERATING CLOSELY. MARKET RESEARCH UNIT NOT FORMED DUE UNAVAILABILITY PERSONNEL SLOTS; ALL REQUIRED MARKET RESEARCH COMPLETED NEVERTHELESS.

6.0 CCP SUPPORT UNITS. DONE.

7.1 USIS KOREA ACTIVITIES. NEW PRODUCTS RELEASES APPEARING REGULARLY. USIS SUPPORT WITH LOCAL MEDIA MADE SUBSTANTIAL CONTRIBUTIONS TO SUCCESS OF TRADE CENTER EVENTS WITH COVERAGE OF OPENINGS ON PRIME TIME TV AND NATIONAL NEWSPAPERS, GOOD PLACEMENT OF PRESS RELEASES GENERALLY. COMBINED POLLUTION CONTROL - METALWORKING CATALOG SHOW HELD OFF-SITE IN PUSAN THANKS TO SUPPORT FROM ACC THERE. COMATT PROGRAMMED IN ACC'S KWANGJU, TAEGU, PUSAN AND "COMMERCIAL" HOLDINGS IN PUSAN ACC LIBRARY AUGMENTED.

7.2 MISCELLANEOUS PROMOTION. COMMERCIAL NEWSLETTER, NOW WITH PRESS RUN OF 4,000, HEAVY ON PRODUCT INFO. AS NOTED 1.3 UNCLASSIFIED

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ABOVE, USE OF COMMERCIAL LIBRARY SUCCESSFULLY PROMOTED.

8.0 NO STAFF INCREASES. CAMPAIGNS: ALL ACTIONS COMPLETED EXCEPT - ANNEX A TEXTILE MANUFACTURING MACHINERY, EXHIBITION BY UNION SPECIAL/REECE POSTPONED TO JULY 1975. TEXTILE MARKET DEPRESSED DURING YEAR. ANNEX C MINING AND CONSTRUCTION EQUIPMENT. PROJECT ABANDONED. HOWEVER, SEVERAL TECHNICAL SEMINARS AND SALES PRESENTATIONS BY CLARK EARTHMOVING, CATERPILLAR, ARMSTRONG, AND JOHNSON SCREEN DIVISION OF UOP LATE IN YEAR HIGHLY PRODUCTIVE IN TERMS PROJECTED SALES REPORTED BY LOCAL AGENTS. ANNEX D SCIENTIFIC AND LABORATORY INSTRUMENTS IS NOTEWORTHY SUCCESS STORY. (TWO EXHIBITS PROGRAMMED.) THIRTEEN EXHIBITS AND SEMINARS ACTUALLY HELD, INCLUDING INSTRU '75 WHICH SINGLE-AGENT EXHIBITION OF SCIENTIFIC LABORATORY AND HOSPITAL INSTRUMENTATION FROM OVER 20 U.S. FIRMS.

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